

*Patricia Lewis*  
*#5/req for*  
*reconsideration*  
*9-10-03*

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Eric C. Hannah, et al.	§	Group Art Unit:	3622
Serial No.:	09/690,512	§		
Filed:	October 17, 2000	§	Examiner:	Stephen Michael Gravini
For:	Ensuring that	§	Atty. Dkt. No.:	ITL.0482US
	Advertisements are Played	§		(P10030)
Customer No.:	21906	§	Confirmation No.:	3230

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Commissioner for Patents  
P.O. Box 1450  
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REPLY TO FINAL REJECTION

Dear Sir:

In response to the Final Office Action mailed July 22, 2003, reconsideration is respectfully requested in accordance with the following REMARKS section.

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Date of Deposit: September 3, 2003  
I certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 703/872-9327) on the date indicated above.  
*Debra Cutrona*  
Debra Cutrona

**TROP, PRUNER & HU, P.C.**

INTELLECTUAL PROPERTY LAW ATTORNEYS

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# Fax

**To:** Examiner Stephen M. Gravini **From:** Timothy N. Trop  
**Company:** U.S. Patent and Trademark Office **Date:** September 3, 2003  
**Fax:** 703-872-9327 **Pages:** 12  
**Serial No.:** 09/690,512 **Our Ref:** ITO482US (P10030)

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☒ Confirm Receipt

## MESSAGE:

Attorney Docket No.: ITO482US (P10030)  
Date: September 3, 2003

TNT/BSW/dlc

Applicants: ERIC C. HANNAH AND MICHAEL BOYD  
Serial No.: 09/690,512  
Filing Date: October 17, 2000  
Title: ENSURING THAT ADVERTISEMENTS ARE PLAYED

# OFFICIAL

1. Reply to Final Rejection;
2. Copy of definition of memory array from the Computer Desktop Encyclopedia; and
3. Fax Coversheet.

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